



## **NEWS RELEASE**

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# **Iowa Finance Authority Honored with National Marketing Award for Iowa House Hunt Campaign**

## ***Iowa House Hunt Receives National Attention***

DES MOINES – The Iowa Finance Authority announced today that they were honored with a national marketing award from the National Council of State Housing Agencies (NCSHA) at their annual conference in Miami for the Iowa House Hunt summer homeownership campaign.

The Iowa Finance Authority partnered with Des Moines-based advertising firm Saturday Mfg. and the Iowa Association of REALTORS® to develop the award-winning concept and promotional materials.

The Iowa House Hunt campaign inspired home buyers to learn about mortgage and down payment assistance programs available to them by giving them a chance to win \$5,000 in the Iowa House Hunt sweepstakes which spurred the Iowa Finance Authority to assist nearly 300 more home buyers than the previous year.

“The Iowa Finance Authority’s homeownership programs assist nearly 2,000 home buyers each year,” said Iowa Finance Authority Executive Director Dave Jamison. “The Iowa House Hunt campaign was an innovative approach to raising awareness of our programs amongst Iowans to allow us to assist even more dreams of homeownership.”

The NCSHA awards program mission is to share information about the most successful housing programs, identify industry best practices, recognize exemplary Housing Finance Agency (HFA) efforts, and encourage HFA innovation. The winning programs were judged on originality, innovation, a proven track record in the marketplace, cost/benefit ratio and measurable benefits provided to targeted customers.

*The National Council of State Housing Agencies – known as NCSHA – is a national nonprofit, nonpartisan association that advocates on behalf of HFAs before Congress and the Administration for affordable housing resources. It represents the HFAs of the 50 states, the District of Columbia, New York City, Puerto Rico, and the U.S. Virgin Islands. Membership also includes more than 300 affordable housing industry partners.*

*The Iowa Legislature created the Iowa Finance Authority in 1975 to undertake programs to assist in the attainment of housing for low- and moderate-income Iowans. Since then, the Iowa Finance Authority’s role has grown to include nearly 40 affordable housing, water quality and beginning farmer programs. The Iowa Finance Authority is a self-supporting public agency whose mission is to enhance the quality of life of Iowans.*

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